



“ You can dream, create, design,  
and build the most wonderful  
place in the world...but it takes  
people to make it a reality. ”  
- Walt Disney

## Disney's Approach to People Management

Does a customer remember a product or a person? When Walt Disney determined that people remember people, he had hit upon an essential business truth that led to immediate and sustained success. At Disney, the mission of small teams is aligned with the mission of the larger organizational culture to create a seamless experience. So while there may be thousands of job classifications, there will always be one common goal: Guest satisfaction. We believe that in any business, an organization's human resource culture is central to long-term success.

### PROGRAM BENEFITS

The Disney corporate culture is the cornerstone of its people management processes and is the philosophy underlying all business decisions. This course explores the culture and principles behind the highly successful Disney method of people management. You learn to adapt techniques used to select, train and retain employees, and communicate with them in order to sustain a supportive and interactive organizational culture.

You will learn how to:

- Apply key elements of the Disney people management strategy to strengthen your organization.
- Build organization-wide processes to reinforce your corporate culture.
- Analyze and improve your existing selection and hiring process.
- Adapt Disney training strategies to promote and emphasize organizational values.
- Develop effective communication methods to meet your organization's needs.
- Create a supportive environment based on services and recognition in order to leverage talent and skill.

### WHO SHOULD ATTEND

Those interested in reaching business goals and retaining loyal employees by applying time-tested Disney practices for fostering employee pride and dedication.



## PROGRAM CONTENT

### Organizational Culture

Disney has a foundation created by a strong heritage, established traditions, quality standards, and shared values. At each and every Disney Destination around the world, these are the assets that create our road map—the corporate culture that defines our people management processes and the philosophy that leads to every business decision. Upon this foundation we have built unique traits and behaviors, and introduced language, symbols, processes, and styles that distinguish us in the marketplace. By protecting and nurturing these differences, we remain committed, focused, and ready to achieve new business goals.

#### Learning Objectives

- Define corporate culture.
- Explore the Disney culture's elements.
- Discover tools to analyze any organization's culture.

### Selecting Right-Fit Talent

What good is aptitude without the right attitude? At Disney, we cast for candidates not just to fill a position, but to fulfill high standards. When making decisions that ensure we're finding the right person for the right role in scores of divisions and hundreds of departments and teams, our employment operation, Disney Casting, must answer the needs of our Guests, our leaders, our Cast Members, and management. Why? It's a further reflection of the philosophy that defines our organization's culture and strategy.

#### Learning Objectives

- Examine the Disney process of recruitment and selection.
- Explore tools to analyze the existing selection process in any organization.

### Training the Culture

The Disney training process is a comprehensive strategy designed to promote and reinforce our company values, history and operating philosophies. By educating Cast Members on the traditions of the past and the priorities of the present, Disney is positioned to maintain its competitive edge in the future. The five-stage training process covers global orientation, line of business preparation, local orientation, on-the-job training, and ongoing career management.

#### Learning Objectives

- Experience part of the global orientation process that introduces newly hired employees to the Disney culture.
- Examine Disney training strategies for local and area training.
- Understand the Disney career-management process.
- Explore training strategies that can be adapted to any organization



## PROGRAM CONTENT *(CONTINUED)*

### **Communicating to Inform and Inspire**

Employees may be listening, but do they actually hear what you're saying? At Disney, we carefully craft our messages so Cast Members hear and understand that their actions continually enhance a legacy of Disney heritage and traditions. By understanding where we've been, they're in tune with leadership visions that will guide us into the future.

#### Learning Objectives:

- Learn how the Disney principles of effective organizational communication reinforce the culture.
- Examine Disney communication tools to discover how they support the culture.
- Review Disney communication methods for adaptation in any organization.

### **Creating an Environment of Care**

Gratitude improves attitude. That's one reason why Disney leaders convey sincere appreciation, empathy and support to every Cast Member. They recognize accomplishments, involve Cast in developing customer service strategies, and give them the opportunity to make the best use of their talents and skills. It's a mutually beneficial practice—leaders create a better working relationship, employees understand their value to the company and, ultimately, our Guests receive the benefits of quality service.

#### Learning Objectives

- Explore how Disney sustains its culture through Cast Member services and recognition.
- Learn the importance of providing employees with a supportive and caring environment in order to create pride in supporting the organization's culture.
- Understand how Disney's approaches to creating an environment of care can be adapted by any organization.